



Destination Marketing Specialist Certification Program

Application Packet

Program Overview

The purpose of the program is:

- To acknowledge frontline personnel as certified travel professionals.
- To develop a trained and knowledgeable workforce for the travel and tourism industry.
- To create a more visitor friendly Wyoming.

There is a need for professional and knowledgeable, front line personnel to assist visitors in planning their Wyoming vacation or making their visit to the Cowboy State a positive and memorable one!

As such, a professional certification program has been developed by Wyoming Office of Tourism (WOT) for individuals who work with the traveling public. The online testing program is primarily aimed at welcome/visitor center personnel, but is open to any frontline employee wishing to obtain the professional designation as a Destination Marketing Specialist (DMS). This program is certified through U. S. Travel Association and endorsed by the National Council for State Tourism Directors (NCSDTD). Wyoming is one of six states that offer a travel counselor program. WOT has developed three levels of certification for front line personnel and businesses in the hospitality and tourism industry.



Certification Requirements

The certification program consists of three levels of recognition: Outrider, Wrangler and Trail Boss. Each level increases in difficulty by testing the candidates on their knowledge of the State of Wyoming.

The online tests are comprehensive in nature and focus on the following areas: economic impact of travel and tourism, geography, history, culture, traveler safety, highway systems, flora and fauna, attractions, lodging, hunting and fishing, and sources of additional information. There is an opportunity to re-take the test if the candidate does not pass the first time. Successful candidates will be recognized for their achievement accordingly. Reference materials may be used during the test. Each candidate is encouraged to familiarize themselves with each source of information to successfully complete the test within allotted time.

Reference Websites

- wyomingtourism.org
- wyomingofficeoftourism.com
- gf.state.wy.us
- blm.gov/wy
- nps.gov/state/wy
- wyoparks.state.wy.us

Reference Material

- Official State Highway Map
- Official Wyoming Traveler's Journal
- Wyoming Travel Industry Impact Report
- Wyoming Student Guide
- Wyoming Road Trip: Western Heritage Along Our Scenic Byways

Certification for Businesses

Wyoming Office of Tourism is excited to announce that this program is now available for businesses to participate and become certified. On-site or online testing are available! Please contact WOT for more information.

Organizations that commit to certifying a certain percentage of their staff will be recognized by WOT as being a certified business and will enjoy a variety of marketing benefits.



Destination Marketing Specialist Certification Program Levels



Outrider Business Criteria:
10% of employees certified.

Marketing Benefits for the Business: press release, web-site designation, window sticker and logo use.



Wrangler Business Criteria:
20% of employees certified.

Marketing Benefits for the Business: press release, web-site designation, window sticker, logo use and Traveler's Journal recognition.



Trail Boss Business Criteria:
40% of employees certified.

Marketing Benefits for the Business: press release, website designation, logo use, Traveler's Journal recognition, highlighted listing in the Traveler's Journal and \$250 credit toward the Wyoming Governor's Hospitality & Tourism Conference.



Level I- Outrider

The outrider was an escort who was sent ahead of his party. Keeping that mindset, you are the frontline for the Wyoming: Forever West outfit. By making a great first impression and providing exceptional customer service, you have influenced the travels of our visitor to our great state!

Test Criteria: Test consists of 100 true/false and multiple choice questions and may take up to 2 hours. A score of 85% or higher is required.

Individual Recognition: A certificate, pin, letter of congratulations from the Governor and public recognition.



Level II- Wrangler

As a wrangler for the Wyoming: Forever West outfit, you are responsible for caring for and meeting the needs of our visitors and ensuring the time they spend with us was a hospitable and memorable one!

Test Criteria: Test consists of 150 true/false and multiple choice questions and may take up to 3 hours. A score of 85% or higher is required.

Individual Recognition: A certificate, pin, letter of congratulations from the Governor, public recognition and annual State Parks Pass.



Level III- Trail Boss

As a trail boss for the Wyoming: Forever West outfit, you are the "go to" person to assist our visitors in every aspect of their travel throughout the Cowboy state even if it means lending a hand to our Outriders and Wranglers.

Test Criteria: Test consists of 220 true/false, essay and multiple choice questions. This test is not timed. A score of 90% or higher is required.

Individual Recognition: Plaque, pin, letter of congratulations from the Governor, public recognition, \$150 Education Credit and an American the Beautiful - National Park and Federal Recreation Lands Annual Pass (\$80 value).



Application Form

Welcome to an exciting program where you have an opportunity to be recognized as a certified travel professional in the Cowboy State! As a frontline travel professional, you have the opportunity to make the first impression for a visitor a positive and memorable travel experience. Wyoming Office of Tourism takes pride in marketing our wonderful state as a premier travel destination. Your addition as the newest team member will only increase our level of service and satisfaction to our visitors. After the application is processed, then an online active test link will be sent to the email address below. Once applicant opens the link and starts the test then timing automatically is tracked. If applicant needs to close out of the online test before completing, then time will pause until applicant logs back into the test.

Please provide the following information:

Name: _____

Organization: _____

Address: _____ City: _____ Zip: _____

Phone No: _____

Email Address: _____

Are you a (seasonal/part-time) or (full-time) employee? _____

Are you a supervisor or manager? _____

Certification level you are interested in:

- ☐ Level I~Outrider
- ☐ Level II~Wrangler-please list your Outrider certification date: _____
- ☐ Level III~Trail Boss-please list your Outrider & Wrangler certification dates: ____





Business Certification Form

Wyoming Office of Tourism would like to thank you, and congratulate you, on taking advantage of this unique opportunity to recognize your frontline employees. Your commitment to this program shows your investment in your organization and your employees as well as recognizes your efforts to help us create a more Visitor Friendly Wyoming!

Please provide the following information:

Business/Organization: _____

Supervisor/Manager's Name: _____

Address: _____ City: _____ Zip: _____

PhoneNumber: _____

Email Address: _____

How many employees does your organization employ? _____

How many employees have become certified through the Destination Marketing Specialist Program to date: _____

*please attach a list of all certified employees with their certification dates included to this application.

Certification level you are applying for:

- ☐ Level I- Outrider Business: (at least 10% of your employees are DMS certified)
- ☐ Level II- Wrangler Business: (at least 20% of your employees are DMS certified)
- ☐ Level III- Trail Boss Business: (at least 40% of your employees are DMS certified)

Online or On-Site Testing

On-site testing is available when you:

- have at least 8 people registered to go through the certification.
*if you do not have 8 employees certifying, we can try to coordinate with other interested members in your community to do a combined testing.
- have access to a computer lab or facility that can accommodate each certifying individual with a computer and internet access.

Online testing available anytime.



Please return completed application form to the address below:

Wyoming Office of Tourism • P. O. Box 188
Beulah, WY 82712 • Fax (307) 283-2441

For more information on this program please contact:

Lee Anne Ackerman
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www.wyomingofficeoftourism.gov/dms